

File Copy  
2/11/58

# fashion calendar

january						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

july						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

february						
WEEK CA						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

august						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

march						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

september						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

april						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

october						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

may						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

november						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

june						
S	M	T	W	T	F	S
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

december						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

1  
9  
5  
7

8 EAST 77th STREET  
NEW YORK 21, N. Y.  
TRAFALGAR 9-2343

17th YEAR • A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

january—1958						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

february—1958						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	

march—1958						
S	M	T	W	T	F	S
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					



## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING THURSDAY, FEBRUARY 7, 1957</u>			
Thursday Feb. 7 8:30 A.M. Buffet Breakfast	SUMMER COTTON FASHIONS FROM MIAMI An all Miami-Florida Fashion Council show of Summer designs, created in Herbert Meyer cottons. <u>Show at 9:00 A.M.</u> for press, store and buying office executives, by invitation. Contact: Betty Lanza, LO. 5-2866.	HERBERT MEYER, INC.	1400 BROADWAY SHOWROOM - 3RD FLOOR
Thursday Feb. 7 9:30 A.M. Breakfast	PRESS PREVIEW: SPRING BRIDAL FASHIONS Macy's will present Spring bridal fashions to the press. By invitation only. Publicity: Barbara Moskowitz, OX. 5-4400.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Thursday Feb. 7 10:00 A.M. Breakfast	LEATHER TRENDS AND INFLUENCES FOR FALL Informal showing of new kid leathers for Fall and Winter 1957. By invitation only. Contact: Ruth H. K. Fries, GR. 3-7693.	AMALGAMATED LEATHER COMPANIES, INC.	HOTEL VANDERBILT VANDERBILT SUITE
Thursday Feb. 7 10:30 A.M.; 11:30 A.M.	PREVIEW OF SUMMER COLLECTIONS Martini at 10:30 and Miss Martini at 11:30; daily at same hours. Contact: LO. 4-0616. Publicity: Helen Borger, TE. 8-0937.	MARTINI DESIGNED; MISS MARTINI	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Thursday Feb. 7 12:00 Noon	OPENING OF SUMMER COLLECTION Showings at 12:00 Noon, Feb. 7, 8, 12, 13, 14. Contact: BR. 9-5014.	MOLLIE PARNIS (PARNIS-LIVINGSTON)	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Thursday Feb. 7 12:00 Noon Luncheon	"CHANGES IN THE HOME"--LUNCHEON "What's Going on Here? Report on the Surprising Changes in the Home." Speaker: John Peter, "Look" Magazine. Prices: \$5.50, members; \$6.50, guests. Contact: Josephine Brush, MU. 7-8122.	NAT'L HOME FASHIONS LEAGUE (141 E. 44 ST.)	HOTEL ROOSEVELT GRAND BALLROOM
Thursday Feb. 7 1:00 P.M.	OPENING OF SUMMER COLLECTION Elfreda-Visioni will present their Summer dresses and ensembles at 1:00 P.M. daily. Contact: CH. 4-2659.	ELFREDA-VISIONI CORP.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Beginning Thursday Feb. 7 1:00 P.M.	OPENING OF SUMMER COLLECTION Richard Cole's Summer all-occasion dresses, designed by Alan Phillips, at 1:00 P.M. daily. Publicity: Lee Klein at Ken Williams, JU. 6-8217.	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Thursday Feb. 7 1:00 P.M.	OPENING OF SUMMER COLLECTION Showing of Summer collection, designed by Karen Stark, at 1:00 P.M. daily. Contact: PE. 6-0206.	HARVEY BERIN LTD.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Feb. 7 1:00 P.M.; 4:00 P.M.	OPENING OF SUMMER DRESS COLLECTION Junior Sophisticates will present their Summer dress collection at 1:00 and 4:00 P.M. daily. Contact: Ellen Rowsell, LO. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Thursday Feb. 7 1:15 P.M.	OPENING OF SUMMER DRESS COLLECTION Sylvia Kaplan will present Summer dresses and ensembles. Daily thereafter at 1:15 and 4:00 P.M. Publicity: Rose Hilton, MU. 5-5133.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Thursday Feb. 7 1:15 P.M.	OPENING OF SUMMER DRESS COLLECTION Frank Starr's Summer cocktail and evening dresses will be shown daily at 1:15 P.M. Contact: LA. 4-7690.	FRANK STARR, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Thursday Feb. 7 1:15 P.M.	OPENING OF SUMMER COLLECTION Oleg Cassini will present his Summer collection at 1:15 P.M. daily. Press by invitation. Contact: Dorothy Lambert, LO. 5-6453. Publicity: Barbara Yarosh at Alfred Davidson Associates, PL. 5-0868.	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Thursday Feb. 7 2:30 P.M.	OPENING OF SUMMER DRESS COLLECTION Clare Potter's Summer dresses will be shown at 2:30 P.M., Feb. 7, 8 and Feb. 11 - 14. By invitation. Contact: Lorraine Kehoe, PE. 6-4167.	CLARE POTTER, INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Beginning Thursday Feb. 7 2:30 P.M.	OPENING OF SUMMER DRESS COLLECTION The Branell Summer dress collection will be shown daily at 2:30 P.M. Contact: PE. 6-6983.	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Beginning Thursday Feb. 7 2:30 P.M.	OPENING OF SUMMER DRESS COLLECTION Showing of David Levine's Summer dress collection at 2:30 P.M. daily. Contact: Miss Fritzzi, LA. 4-0237.	DAVID LEVINE CO.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Thursday Feb. 7 2:30 P.M.	OPENING OF SUMMER COLLECTION Showings daily at 2:30 P.M. Contact: LO. 4-1820.	ED GERRICK, INC.	550 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Thursday Feb. 7 4:00 P.M. Cocktails	PREVIEW: SUMMER SPORTSWEAR COLLECTION Preview of Summer sportswear and beachwear by Greta Platty. By invitation. Continuous thereafter. Publicity: Margaret Hodge, PL. 5-7630.	PLATTRY COUNTRY WEAR, INC.	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Thursday Feb. 7 4:00 P.M.	OPENING OF SUMMER DRESS COLLECTION Cocktail dresses, designed by Kasper, at 4:00 daily. Contact: CH. 4-3914.	ARNOLD-FOX	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Thursday Feb. 7 4:00 P.M.	OPENING OF SUMMER COLLECTION Samuel Winston's Summer collection, designed by Roxane, at 4:00 P.M. daily. Contact: CH. 4-2617.	SAMUEL WINSTON, INC.	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Feb. 7 5:00 P.M.- 7:00 P.M. Cocktails	PREVIEW OF IRISH LINEN FASHIONS Crowning of Irish Linen Queen; exhibit of table settings and household linens; fashion show of linen ready-to-wear at 5:30 P.M. By invitation only. Publicity: Rowlands Associates, LE. 2-9292.	THE IRISH LINEN GUILD	HOTEL PIERRE GRAND BALLROOM
Beginning Thursday Feb. 7	OPENING OF SUMMER DRESS COLLECTION Cocktail dresses and formals at continuous showings. Contact: WI. 7-0511.	DAVID MORRIS CO.	525 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Beginning Thursday Feb. 7	OPENING OF SUMMER COLLECTION Martin Simon's Summer collection at continuous showings. Contact: LA. 4-2877.	MARTIN SIMON, INC.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Friday Feb. 8 11:00 A.M.	PRESS PREVIEW OF SUMMER COLLECTION Trade showings Feb. 12, 14, 19 at 10:30 A.M. By reservation. Contact: Marian Mitchell, WI. 7-4968.	B. H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR

WEEK BEGINNING MONDAY, FEBRUARY 11, 1957

Monday Feb. 11- Feb. 12 10:00 A.M.- 11:00 A.M.	EIGHTY-FIRST ANNUAL DOG SHOW Over 2,500 dogs of 105 different breeds will be shown at the annual Westminster Kennel Club showing. "Gun Dogs in Action", will be Tuesday night's regular feature. Admission: \$2.00. Contact: Thelma Boalbey, PL. 5-6934.	WESTMINSTER KENNEL CLUB	MADISON SQUARE GARDEN 8TH AVE. & 49TH STREET
Monday Feb. 11 11:00 A.M.	OPENING OF SUMMER DRESS COLLECTION Fira Benenson will present her Summer cotton dress collection. Thereafter by appointment. Contact: Mona Hickey, MU. 8-0900.	FIRA BENENSON, INC.	37 WEST 57TH STREET SHOWROOM - 9TH FLOOR
Monday Feb. 11 4:00 P.M.	PRESS PREVIEW OF SPRING FASHIONS "Lilac Champagne"--preview of Spring fashions, accessories, and beauty products. By invitation. Publicity: Eileen Goldberg, TR. 5-7200.	ABRAHAM & STRAUS	7TH FLOOR EXEC. CONFERENCE ROOM
Monday Feb. 11 5:00 P.M.- 6:30 P.M. Cocktails	PREVIEW OF SUMMER FASHIONS Preview of Jonathan Logan's Summer fashions in Lowenstein cottons, intro- ducing a new Cutex color for lips and nails. <u>Trade preview</u> , Tuesday, Feb. 12 at 5:00 P.M. By invitation only. Publicity: Shirley Tucker at Lewin, Williams and Saylor, MU. 8-6200.	M. LOWENSTEIN; CUTEX; JONATHAN LOGAN	EL BORRACHO 51 EAST 55TH STREET
Monday Feb. 11- Feb. 12 5:30 P.M.	PREVIEW OF MIDSUMMER COLLECTION James Galanos will preview his Midsummer collection to the press. By invitation only. Publicity: Maxwell-Gray, PL. 3-5556.	JAMES GALANOS	HOTEL PLAZA CRYSTAL ROOM
Beginning Monday Feb. 11	OPENING OF SUMMER DRESS COLLECTION Showing of daytime, afternoon and cocktail dresses. Contact: BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Feb. 11	OPENING OF SUMMER DRESS COLLECTION Continuous daily showings. Contact: LO. 4-5316.	LENTZ DIMINUTIVES	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Beginning Monday Feb. 11	OPENING OF SUMMER COLLECTION Afternoon, cocktail and evening fashions and a group of mother-of-the-bride dresses at continuous daily showings. Contact: PL. 8-2014.	MARY BLACK OF LONDON	18 EAST 50TH STREET SHOWROOM - 10TH FLOOR
Beginning Monday Feb. 11	SHOWING OF COTTON AND SILK DRESSES Waldo of California will present his "Florentine Collection" of cotton and silk dresses. Contact: Ellen Lockwood, WI. 7-6122.	WALDO OF CALIFORNIA	ELLEN LOCKWOOD 1410 B'WAY - 19TH FL.
Feb. 12	LINCOLN'S BIRTHDAY (Tuesday) -- Banks will be closed.		
Tuesday Feb. 12 10:30 A.M.	PRESS PREVIEW OF COUTURE COLLECTION Preview of Jane Derby's Summer couture collection. Also, Feb. 13, 14, 15, 19, 21, 26, 28 at 10:30 A.M. By invitation. Thereafter by appointment. Contact: Estelle Marr, LA. 4-9350. Publ.: Eleanor Lambert, MU. 8-2130.	JANE DERBY, INC.	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday Feb. 12 11:00 A.M.	PRESS PREVIEW OF SUMMER COLLECTION Vera Maxwell will preview her Summer collection. By invitation only. Thereafter by appointment. Contact: Jo Hildebrandt, LO. 3-4358.	VERA MAXWELL, INC.	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Tuesday Feb. 12 2:30 P.M.	OPENING OF SUMMER COLLECTION Christian Dior-New York will present the Summer collection at 2:30 P.M., Feb. 12, 13, 14, 15, 18 and 19. By invitation. Contact: PL. 7-2024.	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE SHOWROOM - 7TH FLOOR
Tuesday Feb. 12 3:45 P.M.	OPENING OF SUMMER DRESS COLLECTION Sam Friedlander's Summer afternoon, cocktail and evening dresses, Feb. 12, 13, 14 at 3:45 P.M. Thereafter continuous. Contact: PE. 6-2663.	SAM FRIEDLANDER, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Tuesday Feb. 12 4:00 P.M. Cocktails	PRESS PREVIEW OF TWEEDS AND JERSEYS "Daily Double"--display of Herlinger tweeds coordinated with Lebanon jersey. By invitation only. Publicity: Ruth Hammer Associates, EL. 5-7872.	RIA HERLINGER FABRICS; LEBANON WOOLEN MILLS	MET. OPERA HOUSE DIAMOND HORSESHOE
Feb. 14	VALENTINE'S DAY (Thursday).		
Thursday Feb. 14 9:00 A.M. Breakfast	PREVIEW: DESIGNERS' CHILDREN'S FASHIONS Hope Skillman will invite the press to preview "The Smile of Angels"--designers' children's fashions. <u>Show at 9:30 A.M.</u> By invitation only. Publicity: Marti Hopf, CH. 4-8109.	HOPE SKILIMAN (1407 BROADWAY)	HOTEL PLAZA STATE SUITE
Thursday Feb. 14 11:30 A.M.	OPENING OF SUMMER COUTURE COLLECTION Countess Alexander's Summer couture collection of afternoon, cocktail and evening dresses will be shown daily at 11:30 A.M. Contact: Gloria Block, CH. 4-5693. Publ.: Edith Marshall, MU. 7-3400.	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Feb. 14 12:30 P.M. Luncheon	PRESS PARTY FOR ANDRE PERUGIA The press will be invited to meet Andre Perugia and preview his Fall shoe collection. By invitation. Publicity: Ruth Hammer Assoc., EL. 5-7872.	I. MILLER & SONS	HOTEL AMBASSADOR DIPLOMAT SUITE
Thursday Feb. 14 2:30 P.M.	OPENING OF SUMMER COLLECTION Pauline Trigere's Summer collection will be shown at 2:30 P.M., Feb. 14, 15, 19, 20. By reservation only. Contact: Cecille Gordon, LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Feb. 16- Feb. 24	NAT'L PHOTOGRAPHIC SHOW & N.Y. SPORTS & VACATION SHOWS AT N.Y. COLISEUM. Photographic contact: MU. 3-7225; Sports publ: Oristano Assoc., MU. 7-6844.		
Monday Feb. 18 12:30 P.M. Luncheon	TATIANA DU PLESSIX CUSTOM MILLINERY Press showing of Tatiana du Plessix' Spring custom millinery. By invitation only. Publicity: Grace de Mun, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	ST. REGIS HOTEL PRIVATE SUITE-2ND FL.
Tuesday Feb. 19 4:00 P.M. Tea or Cocktails	SPRING DRESSES AT AFTERNOON SHOW Ann Cox will present her Spring dresses. Public by reservation; contact: "Beverly", TE. 8-8000. Ann Cox contact: PL. 3-1436. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	ANN COX ORIGINALS (23 WEST 57TH STREET)	HOTEL PIERRE COTILLION ROOM
Beginning Tuesday Feb. 19	OPENING: SUMMER SKIRT & SHIRT COLLECTION Continuous showings of "custom-contoured inner secret" skirts and Jamaica shorts; introducing new color-coordinated "shirt-mates." Contact: Harriette Reines, LO. 3-6100.	SPORTEMPOS	1372 BROADWAY SHOWROOM - 18TH FLOOR
Feb. 22	WASHINGTON'S BIRTHDAY (Legal Holiday--Friday).		
Sunday Feb. 24 2:00 P.M.	HAIRSTYLING AND FASHION SHOW Haircoloring, hairstyling and clothes of the 1930's and the present, with costumes of the 30's from the Brooklyn Museum, and Spring 1957 fashions and furs from Gunther Jaekel. Twenty-fifth anniversary of the introduction of modern haircoloring methods to the U.S. By invitation only. Publicity: Terry Grimes, OR. 5-0700.	CLAIROL, INC.	WALDORF-ASTORIA GRAND BALLROOM
Sunday Feb. 24- Mar. 1	SEMI-ANNUAL N.Y. GIFT SHOW Fifty-second semi-annual New York Gift Show at the Hotel New Yorker and the N.Y. Trade Show Building with 789 exhibits; and merchandise from over 30 foreign countries. Contact: George F. Little Management, 220 Fifth Avenue, MU. 9-7147.	THE NATIONAL GIFT & ART ASS'N, INC.	HOTEL NEW YORKER & N.Y. TRADE SHOW BLDG.
Monday Feb. 25- Feb. 28	FALL AND WINTER SHOE FASHIONS The 18th semi-annual showing of popular price shoes for men, women and children, co-sponsored by the Nat'l Ass'n of Shoe Chain Stores and the New England Shoe and Leather Ass'n. Co-managers: Edward Atkins and Maxwell Field. Contact: MU. 2-8705.	POPULAR PRICE SHOE SHOW OF AMERICA	WALDORF-ASTORIA



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 26- Feb. 27 9:00 A.M.	SEMI-ANNUAL LEATHER SHOW Fiftieth semi-annual members' showing of American leathers. Exhibit hours: <u>Feb. 26--9:00 A.M. to 7:00 P.M.; Feb. 27: 9:00 A.M. to 3:00 P.M.</u> Contact: Leif C. Kronen, Tanners' Council, 411 Fifth Ave., MU. 6-7950.	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA
Tuesday Feb. 26 11:00 A.M.- 4:00 P.M.	"BUILDINGS FOR BUSINESS AND GOVERNMENT" Illustration of six new building projects around the country. Open to public, Feb. 27 - May 5. Publicity: Elizabeth Shaw, CI. 5-8900.	THE MUSEUM OF MODERN ART	11 WEST 53RD STREET THIRD FLOOR
Tuesday Feb. 26 12:30 P.M. Luncheon	BEN REIG'S SPRING FASHIONS AT LUNCHEON De Pinna will present Spring fashions by Ben Reig. Press by invitation. Public by reservation; contact: PL. 5-1000. De Pinna Publicity: Helen Daub, MU. 8-2000. Produced by Mary Alice Rice, CI. 6-1790.	DE PINNA	HOTEL AMBASSADOR GRAND BALLROOM
Tuesday Feb. 26 3:00 P.M.	PRESS PREVIEW: SPRING- SUMMER CUSTOM COLLECTION Eleanora Garnett will preview her Spring and Summer custom-made collection. By invitation only. Publicity: Elizabeth Maher Assoc., EL. 5-4248.	ELEANORA GARNETT	47 EAST 51ST STREET SALON
Tuesday Feb. 26 4:00 P.M. Tea or Cocktails	SPRING-INTO- SUMMER FASHIONS "Portraits in Silk" showing Spring-into-Summer fashions by leading designers from America and abroad. Hats by Laddie Northridge. Public by reservation; contact: "Beverly", TE. 8-8000. Contact: Countess Dolfen, LO. 4-3335. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	A.P. SILK CO. (1412 BROADWAY)	HOTEL PIERRE COTILLION ROOM
Tuesday Feb. 26 4:00 P.M. Cocktails	PRESS PREVIEW: FALL FABRIC DISPLAY "Made-for-Each-Other" Fall fabric display by Atlee Novelty Jersey, Faulkner Flannels, Lawford Tweeds, Lebanon Jerseys. By invitation only. Contact: Louise Gordon at Howard B. Schneidewind, 450 7th Ave., LA. 4-7429.	ATLEE; FAULKNER; LAWFORD; LEBANON	450 SEVENTH AVENUE SHOWROOM
Tuesday Feb. 26- Feb. 27	PRESS SHOWINGS OF FALL-WINTER FABRICS Presentation of Fall-Winter 1957 fabrics containing Du Pont's textile fibers for women's and children's wear. Press by invitation. <u>Trade showings</u> <u>beginning Thurs., Feb. 28, by appointment.</u> Contact: Ethel Radon; publicity: Katherine Patterson, LO. 3-6400.	DU PONT COMPANY	350 FIFTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday Feb. 27 9:30 A.M. Breakfast	PRESS PREVIEW OF SUB-TEEN FASHIONS Gimbels will preview sub-teen fashions for Spring. By invitation only. Publicity: Margot Infantino, LO. 5-1500.	GIMBELS	2ND FLOOR YOUNG DEB SHOP
Wednesday Feb. 27 2:30 P.M.	SEMI-ANNUAL SHOE CLINIC "Exploring Footwear Futures"--shoe conference with Esther Lyman of "Harper's Bazaar" interpreting silhouette, fabric and leather trends that will in- fluence Fall and Winter shoe fashions; also Perugia of I. Miller will speak on shoe trends. Admission by ticket only. Contact: Mr. L.E. Langston, MU. 6-7520.	NAT'L SHOE RETAILERS ASS'N (274 MADISON AVE.)	HOTEL PLAZA TERRACE ROOM



DATE                      WHAT'S GOING ON                      GIVEN BY                      WHERE

PRESS PREVIEWS: SPRING CUSTOM-ORDER AND ORIGINALS  
FOR MEMBERS OF THE PRESS WHO HAVE BEEN SPECIFICALLY INVITED

Wednesday Feb. 27	<u>MAINBOCHER</u> At 11:00 A.M.	6 EAST 57TH ST.	PUBL: ELEANOR LAMBERT,	MU. 8-2130
Thursday Feb. 28	<u>ELIZABETH ARDEN</u> At 3:00 P.M.	691 FIFTH AVE.	PUBL: RASPONI ASSOC.,	TE. 8-8171
Friday March 1	<u>BERGDORF GOODMAN</u> At 11:30 A.M.	745 FIFTH AVE.	PUBL: FLORENCE NEFF,	PL. 3-7300
Tuesday March 5	<u>SAKS FIFTH AVE.</u> At 2:30 P.M.	611 FIFTH AVE. (Designed by Sophie)	PUBL: GRACE DE MUN,	PL. 3-4000
Friday March 8	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST. (Bendel Originals and French Imports)	PUBL: WINIFRED GALBRAITH,	CI. 7-1100
Monday March 11	<u>BONWIT TELLER</u> At 3:00 P.M.	721 FIFTH AVE.	PUBL: SOPHIE SHONNARD,	EL. 5-6800
Tuesday March 12	<u>HATTIE CARNEGIE</u> At 3:30 P.M.	42 EAST 49TH ST.	PUBL: RUTH SMITH,	PL. 5-2600

Thursday  
Feb. 28  
9:30 A.M.  
Breakfast

PRESS PREVIEW OF  
IMPORT FASHIONS

MACY'S NEW YORK

13TH FLOOR  
EXEC. DINING ROOM

Macy's Little Shop will preview their Spring imports of line-for-line copies and imported originals. By invitation only. Publicity: Barbara Moskowitz, OX. 5-4400.

Friday  
March 1  
9:30 A.M.  
Coffee

PRESS PREVIEW OF  
"GREY ROOM" FASHIONS

OHRBACH'S

4TH FLOOR  
BRIDAL SHOP

Ohrbach's will preview their Spring collection of better coats and suits from the "Grey Room". (Note Change of Date). By invitation only. Publicity: Mark Klauser, OX. 5-4000.

Monday  
March 4  
10:00 A.M.  
Breakfast

PRESS PREVIEW: SPRING  
SUITS AND BLOUSES

MACY'S NEW YORK

13TH FLOOR  
EXEC. DINING ROOM

Preview of Macy's Spring suits and blouses. By invitation only. Publicity: Barbara Moskowitz, OX. 5-4400.

Tuesday  
March 5  
11:00 A.M.-  
4:00 P.M.

"INTERNATIONAL  
TRAVEL POSTERS"

THE MUSEUM OF  
MODERN ART

11 WEST 53RD STREET  
AUDITORIUM GALLERY

Selection of travel posters from the 1890's to the present from Europe, Latin America and the U.S. Open to public, March 6 - April 7. Publicity: Elizabeth Shaw, CI. 5-8900.

Tuesday  
March 5  
12:30 P.M.  
Luncheon

SPRING COATS AND  
SUITS AT LUNCHEON

HARRY FRECHTEL, CO.  
(205 W. 39TH ST.)

WALDORF-ASTORIA  
EMPIRE ROOM

Harry Frechtel's Spring coats and suits, available at Lord & Taylor. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.

March 6      ASH WEDNESDAY (Beginning of Lent).



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday March 6 3:30 P.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Oldric Royce will preview his Spring and Summer custom-order collection. By invitation only. Publicity: Nona James, MU. 5-4834.	OLDRIC ROYCE	16 EAST 52ND STREET SALON
Wednesday March 6- March 15	FIFTY-FOURTH ANNUAL AMERICAN TOY FAIR About 1400 exhibitors will show at the 1957 Toy Fair, with temporary exhibits in Hotels McAlpin and New Yorker. In addition, there will be permanent showroom exhibits at 200 Fifth Avenue and 1107 Broadway. <u>Press preview</u> , Sun., March 3 at 3:00 P.M. at Hotel McAlpin. Publicity: Edward Foley at Manning Public Relations, 25 E. 73rd St., LE. 5-6100.	TOY MANUFACTURERS OF THE U.S.A., INC.	HOTELS McALPIN & NEW YORKER
Sunday March 10- March 13	NATIONAL PRESS WEEK IN DALLAS Newspaper fashion editors and syndicate writers will be invited to attend press showings of Summer fashions manufactured in Dallas. By invitation only. Contact: Mrs. Clyda Johnson, Dallas Fashion Center, 1101 Commerce St., Dallas, Texas.	DALLAS FASHION CENTER	DALLAS, TEXAS
Monday March 11 11:30 A.M.	PRESS PREVIEW OF IMPORT COLLECTION Bergdorf Goodman will present their import collection to the press. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
March 11- March 17	EIGHTH ANNUAL IRISH LINEN WEEK. Publicity: Rowlands Associates, 420 Lexington Avenue, LE. 2-9292.		
Tuesday March 12 9:00 A.M. Breakfast	PREVIEW OF FALL COLLECTIONS Premiere showing of Jantzen's Fall 1957 "Expandable Wardrobe" collection of coats, suits and dresses designed by Jeri Holmes; and their own designer collection of separates. <u>Showing at 9:30 A.M.</u> By invitation only. Contact: Meryle Allen; publicity: Lillian Zmania, OX. 7-0811.	JANTZEN, INC.	HOTEL PLAZA TERRACE ROOM
Friday March 15 9:00 A.M.; 12:00 Noon	TWO SHOWINGS OF IMPORT FASHIONS Semi-annual import fashion show at <u>9:00 A.M. (breakfast)</u> and <u>12:00 Noon (luncheon)</u> . More details later. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA GRAND BALLROOM
Tuesday March 19 11:30 A.M.	ITALIAN FASHIONS AND BERNARD NEWMAN ORIGINALS Press preview of Italian fashions designed by Gigliola Curiel from Milan; and Bernard Newman's ready-to-wear originals. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Thursday March 21 2:30 P.M. And 5:00 P.M.	IMPORTS IN CORDUROY, VELVETEEN AND VELVET Crompton-Richmond's couture collection in corduroy, velveteen and velvet will be shown at 2:30 and 5:00 P.M., with Fall fashions from Ireland, England, France, Switzerland, Italy and Spain. By invitation only. Publicity: Rosalind Allan, LO. 4-2900.	CROMPTON-RICHMOND CO. (1071 SIXTH AVENUE)	WALDORF-ASTORIA GRAND BALLROOM
April 21	EASTER SUNDAY,		



MOVIES...MUSIC...THEATRE...OPERA...BALLET

- Monday  
Feb. 11 SIXTEENTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, B'WAY & 39TH ST.  
Mon., Feb. 11: Bizet's CARMEN. Tues., Feb. 12: Wagner's DIE WALKUERE  
(Philadelphia). Wed., Feb. 13: Verdi's IL TROVATORE. Thurs., Feb. 14:  
Mozart's LE NOZZE DI FIGARO. Fri., Feb. 15: Puccini's Tosca. Sat., Mat.,  
Feb. 16: Wagner's SIEGFRIED. Sun., Eve., Feb. 16: Offenbach's LA PERICHOLE.  
Publicity: Francis Robinson, PE. 6-1200.
- Tuesday  
Feb. 12 PREMIERE: "FULL OF LIFE" (Movie) ASTOR THEATRE, B'WAY & 45TH STREET  
Columbia will present Judy Holliday, Richard Conte and Baccaloni in a  
comedy. Director: Richard Quine. Producer: Fred Kohlmar. Costumes: Jean  
Louis. Columbia Publicity: Hortense Schorr, PL. 1-4400.
- Tuesday  
Feb. 12 EIGHTH WEEK: N.Y. CITY BALLET CITY CENTER, 131 WEST 55TH STREET  
Mat. & Eve., Tues., Feb. 12: THE NUTCRACKER. Thurs., Feb. 14: SWAN LAKE,  
PASTORALE, PAS DE DIX, BOURREE FANTASQUE. Fri., Feb. 15: FILLING STATION,  
AGE OF ANXIETY, SYLVIA PAS DE DEUX, SYMPHONY IN C. Sat., Mat., Feb. 16:  
FANFARE, SWAN LAKE, VALSE FANTAISIE, FIREBIRD. Sat., Eve., Feb. 16:  
SERENADE, PICNIC AT TINTAGEL, ALLEGRO BRILLANTE, WESTERN SYMPHONY.  
Sun., Mat., Feb. 17: FILLING STATION, VALSE FANTAISIE, SOUVENIRS, SYMPHONY  
IN C. Sun., Eve., Feb. 17: ALLEGRO BRILLANTE; THE UNICORN, THE GORGON AND  
THE MANTICORE; FANFARE. Publicity: Phillip Bloom, CH. 4-5185.
- Wednesday  
Feb. 13 OPENING: "TUNNEL OF LOVE" ROYALE THEATRE, 242 WEST 45TH STREET  
Tom Ewell in The Theatre Guild's production of Peter De Vries' novel,  
adapted and directed by Joseph Fields. Featuring: Nancy Olson and Darren  
McGaven. Set and lighting: Ralph Alswang. Costumes: Larry Aldrich.  
Publicity: Nat Dorfman, LO. 3-0858.
- Thursday  
Feb. 14 OPENING: "HOLIDAY FOR LOVERS" LONGACRE THEATRE, 220 W. 38TH ST.  
Don Ameche will star in a new romantic comedy by Ronald Alexander, with  
Carmen Mathews, Audrey Christie and George Mathews. Producer and director:  
Shepard Traube. Sets and lighting: John Robert Lloyd. Costumes: Helene  
Pons. Publicity: George Ross, BR. 9-5906.
- Thursday  
Feb. 28 OPENING: "A HOLE IN THE HEAD" PLYMOUTH THEATRE, 236 WEST 45TH ST.  
Paul Douglas will star in a new comedy by Arnold Shulman with David Burns,  
Kay Medford, Joyce Van Patten and Tommy White. A Producers Theatre pre-  
sentation produced by Robert Whitehead. Director: Garson Kanin. Sets:  
Boris Aronson. Costumes: Patton Campbell. Lighting: Jean Rosenthal.  
Publicity: Barry Hyams, CO. 5-4784.
- Friday  
March 1 OPENING: "ZIEGFELD FOLLIES" WINTER GARDEN THEATRE, B'WAY & 50TH  
Beatrice Lillie and Billy De Wolfe will star with Harold Lang, Jane Morgan,  
Helen Wood, Micki Marlo, John Phillip in a musical revue produced by Mark  
Kroll and Charles Conoway. Director: John Kennedy. Choreography: Richard  
Barstow. Sets and costumes: Raoul Pene Du Bois. Publ.: Karl Bernstein,  
CI. 6-0427.
- Thursday  
March 21 OPENING: "SOMETHING WILD IN THE COUNTRY" MARTIN BECK THEA., 302 W. 45TH ST.  
The Producers Theatre will present Tennessee Williams' new play starring  
Maureen Stapleton, with Robert Loggia, Lois Smith, Joanna Roos, Crahan  
Denton, Elizabeth Eustis, Robert Webber. Director: Harold Clurman.  
Sets: Boris Aronson. Costumes: Lucinda Ballard. Lighting: Feder.  
Publicity: Ben Kornzweig, PE. 6-2340.